



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a Market Leader in Reaching the Most Dieters who are Frequent Fast Food Customers

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--DIET FOR FOUR WEEKS OR MORE

Total Audience: 560,700

% In Target Audience: 24.0%

| Rank | Media | Cume Persons | Cume Rating | |
|------|----------------|---------------|-------------|-----------|
| | | | | 0 8 16 24 |
| 1 | WBMX-FM | 28,800 | 21.4 | |
| 2 | WJMN-FM | 27,200 | 20.2 | |
| 3 | WXKS-FM | 21,700 | 16.1 | |
| 4 | WZLX-FM | 21,500 | 16.0 | |
| 5 | WAAF-FM | 18,000 | 13.4 | |
| 6 | WTKK-FM | 17,200 | 12.8 | |
| 7 | WODS-FM | 15,600 | 11.6 | |
| 8 | WBCN-FM | 13,100 | 9.7 | |
| 9 | WBZ | 12,400 | 9.2 | |
| 10 | WROR-FM | 9,100 | 6.8 | |
| 11 | WRKO | 4,700 | 3.5 | |
| 12 | WCRB-FM | 2,400 | 1.8 | |
| 13 | WBOS-FM | 1,500 | 1.1 | |
| 14 | WXRV-FM | * | * | |
| 15 | WEEI | * | * | |

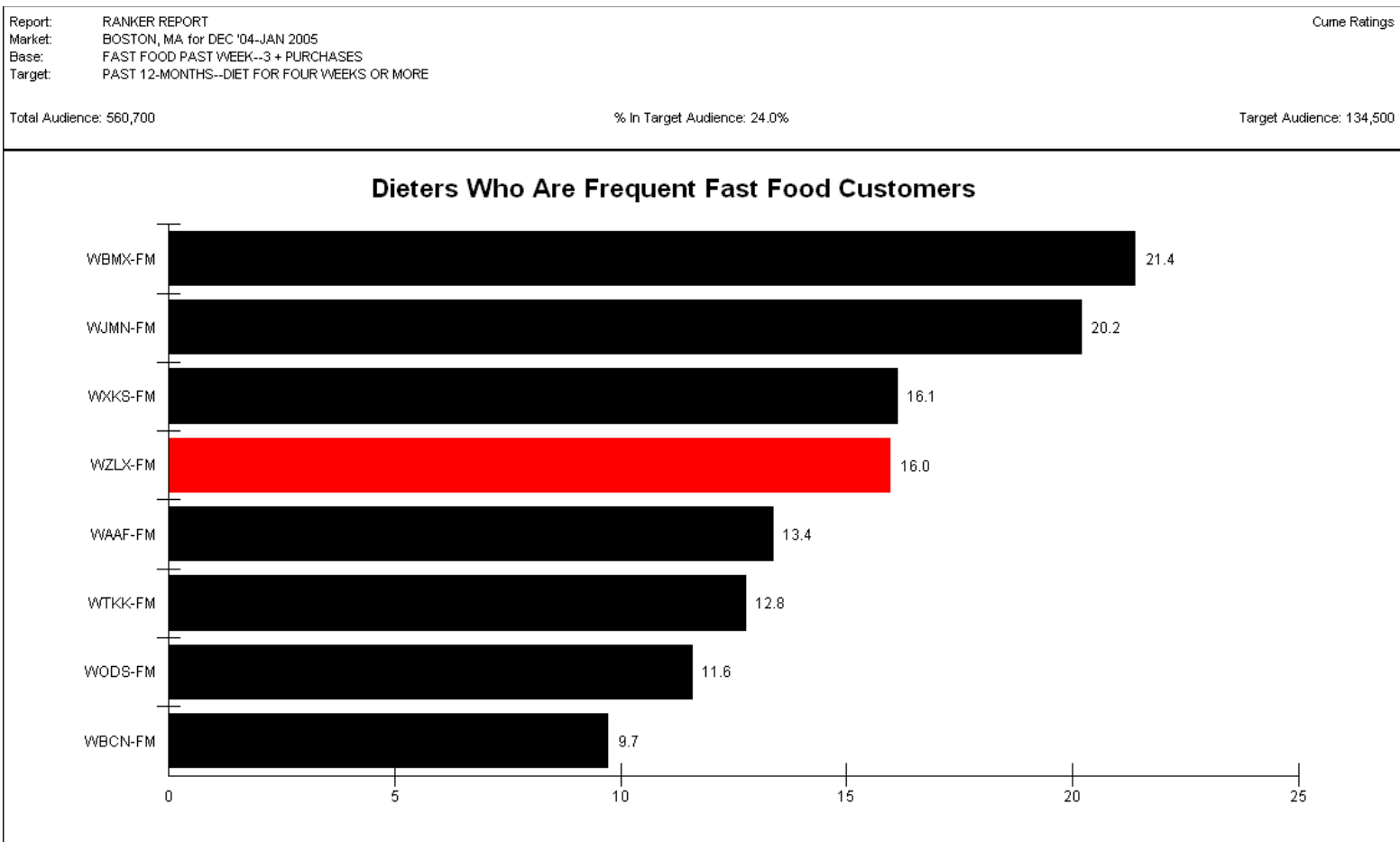
Source: **The Media Audit** Boston, MA Dec'04-Jan'05



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a Market Leader in Reaching the Most Dieters who are Frequent Fast Food Customers



Source: **The Media Audit** Boston, MA Dec'04-Jan'05



100.7 WZLX
Boston's Classic Rock!

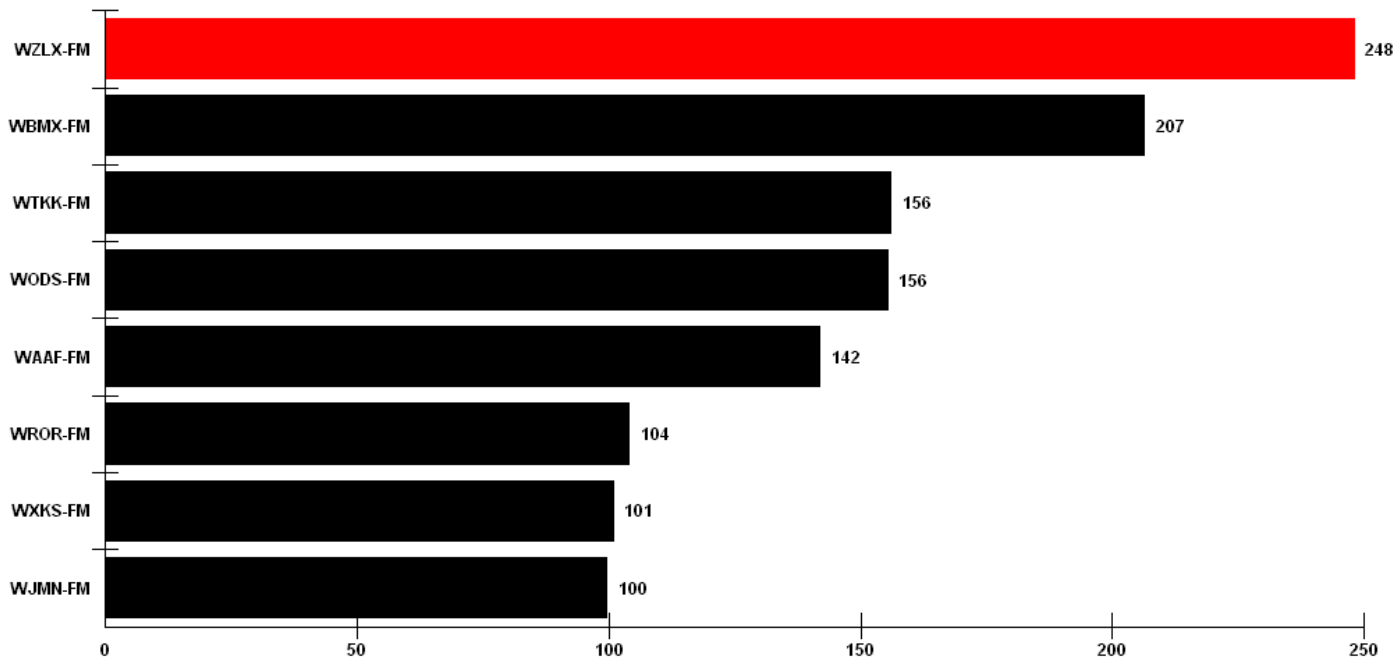
ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

**WZLX is the MOST HIGHLY TARGETED and EFFICIENT station
In reaching DIETERS WHO ARE FREQUENT FAST FOOD CUSTOMERS.**

Report: RANKER REPORT Cume Index
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--DIET FOR FOUR WEEKS OR MORE

Total Audience: 560,700 % In Target Audience: 24.0% Target Audience: 134,500

DIETERS WHO ARE FREQUENT FAST FOOD CUSTOMERS



Source: **The Media Audit** Boston, MA Dec'04-Jan'05



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a Market Leader in Reaching the Most Snow Skiers who are Frequent Fast Food Customers

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--SNOW SKIING

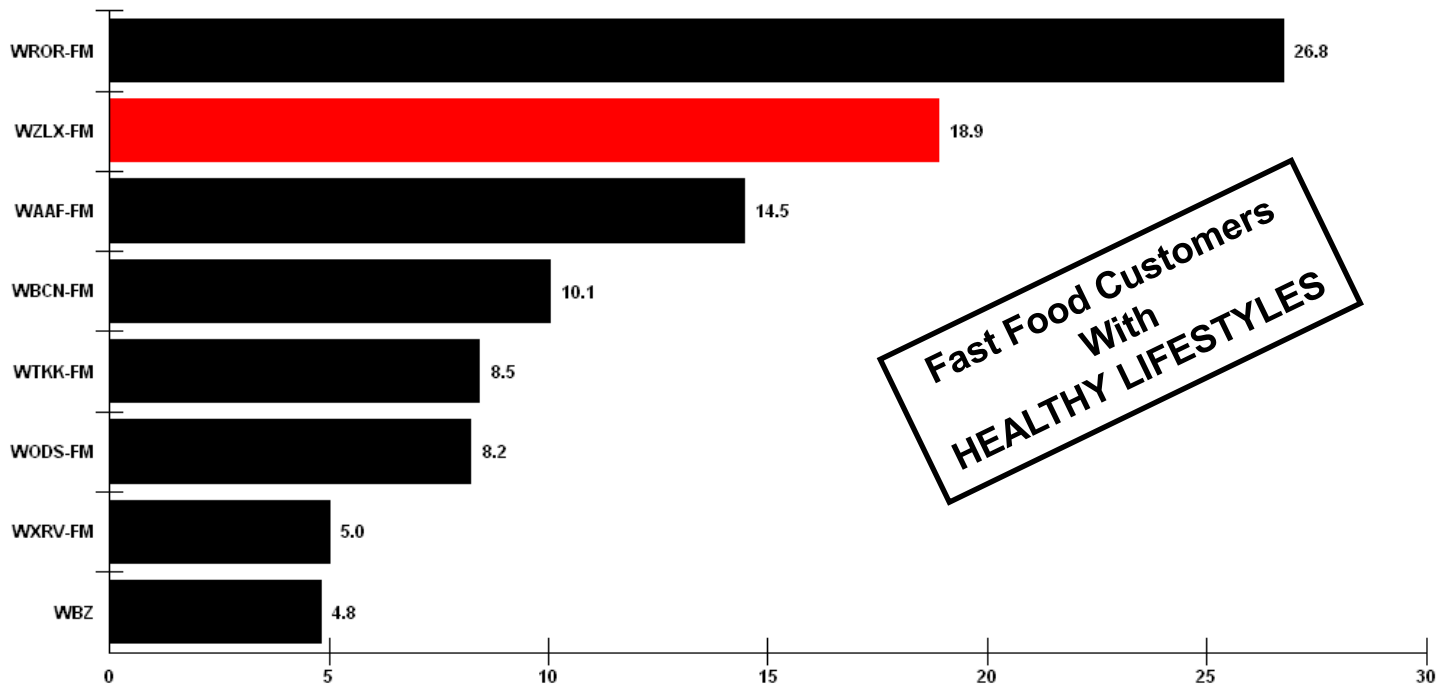
Cume Ratings

Total Audience: 560,700

% In Target Audience: 8.9%

Target Audience: 49,700

SNOW SKIERS WHO ARE FREQUENT FAST FOOD CUSTOMERS



Fast Food Customers
With
HEALTHY LIFESTYLES



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX Frequent Fast Food Customers are 194% MORE LIKELY to be Snow Skiers, with Healthy & Active Lifestyles.

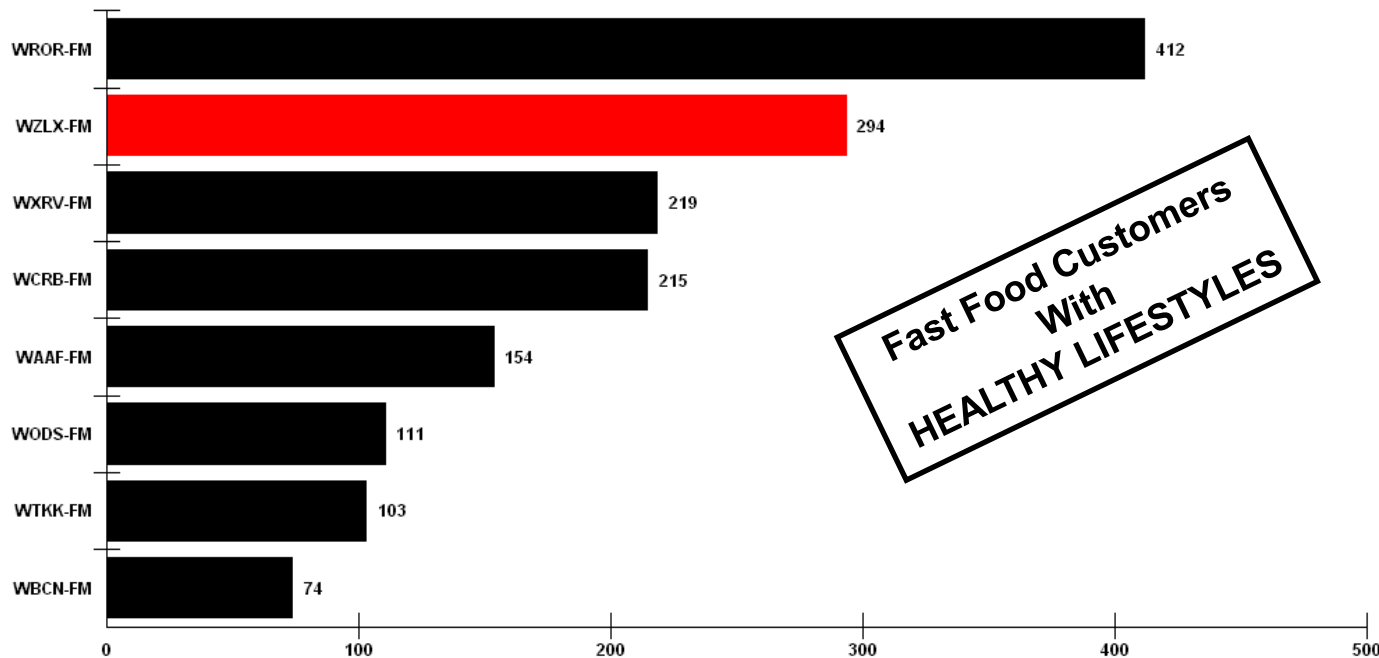
Report: RANKER REPORT Cume Index
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--SNOW SKIING

Total Audience: 560,700

% In Target Audience: 8.9%

Target Audience: 49,700

SNOW SKIERS WHO ARE FREQUENT FAST FOOD CUSTOMERS





100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a Market Leader in Reaching Frequent Fast Food Customers With Healthy Lifestyle Habits such as Bicycling.

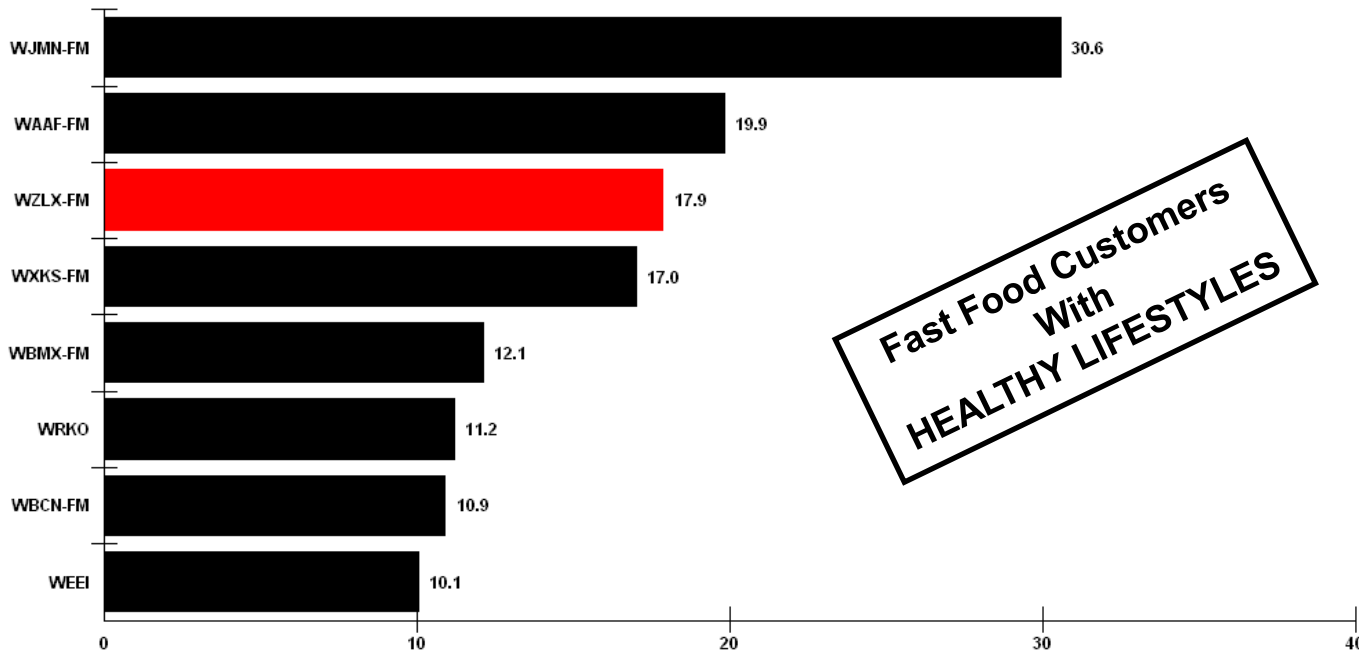
Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--RODE A BICYCLE 12 + TIMES

Total Audience: 560,700

% In Target Audience: 18.9%

Target Audience: 106,200

FREQUENT FAST FOOD CUSTOMERS WHO ARE BICYCLISTS



Fast Food Customers
With
HEALTHY LIFESTYLES



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a the MOST HIGHLY TARGETED & EFFICIENT STATION in Reaching Frequent Fast Food Customers With Healthy Lifestyle Habits such as Bicycling.

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--RODE A BICYCLE 12 + TIMES

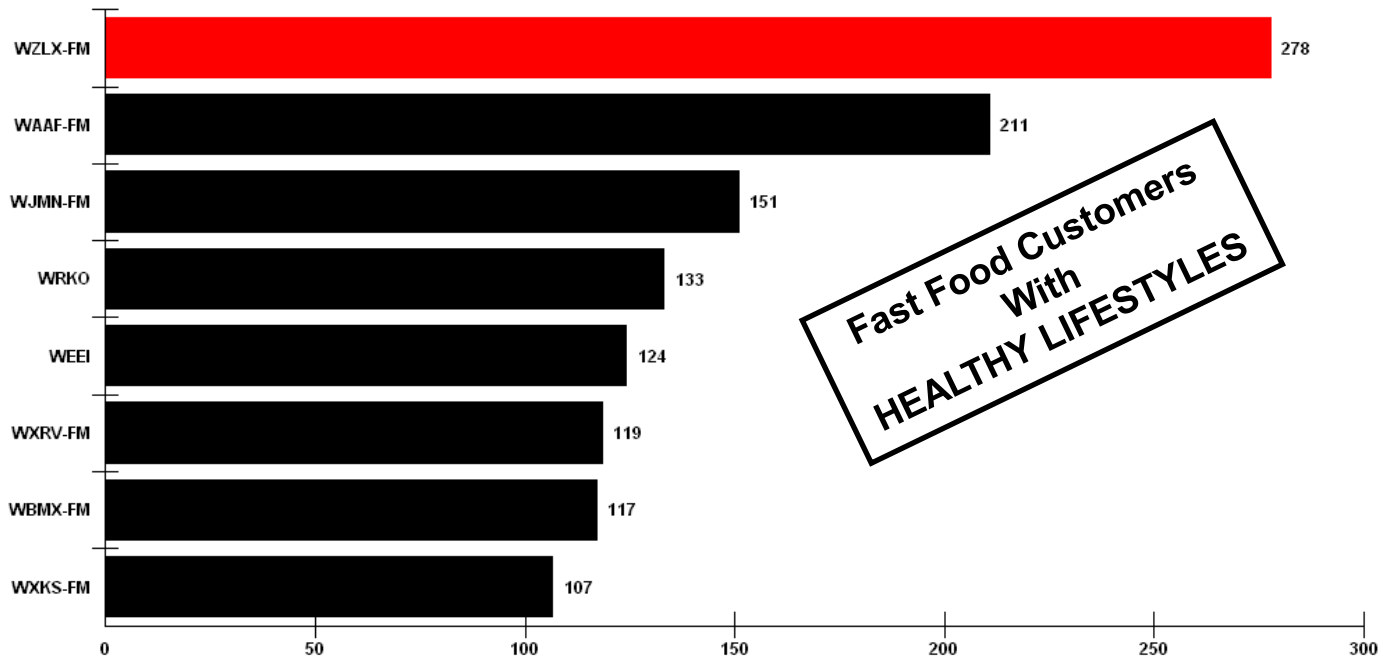
Cume Index

Total Audience: 560,700

% In Target Audience: 18.9%

Target Audience: 106,200

FREQUENT FAST FOOD CUSTOMERS WHO ARE BICYCLISTS



Fast Food Customers
With
HEALTHY LIFESTYLES